MARIANCY

BRANDBOOK

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ABOUT MARIANCY

Mariancy is an authentic fancy chocolatier based in Riyadh which is made from the finest cocoa beans and fresh ingredients.
The creation of the brand which mean (Maria & Fancy) comes from a long history of the MARIA THERESA of Spain (1683 - 1638).

When Maria Theresa - Daughter of King Philip IV of Spain - becamce betrothed to King Louis XIV of France, she sent her new fiance a decorated chest filled with chocolate as an engagement gift. The king loved it and chocolate subsequebtly became the French court.

VISION

Our vision for the future spreading goodness in all the right direction.

VALUES

Deliver
Collaborate
Develop
Question
Innovate
inspire

MISSION

We are committed to taking the lead in efforts to protect the environment.

BASIC IDENTITY

LOGO

ENGILSH VERSION

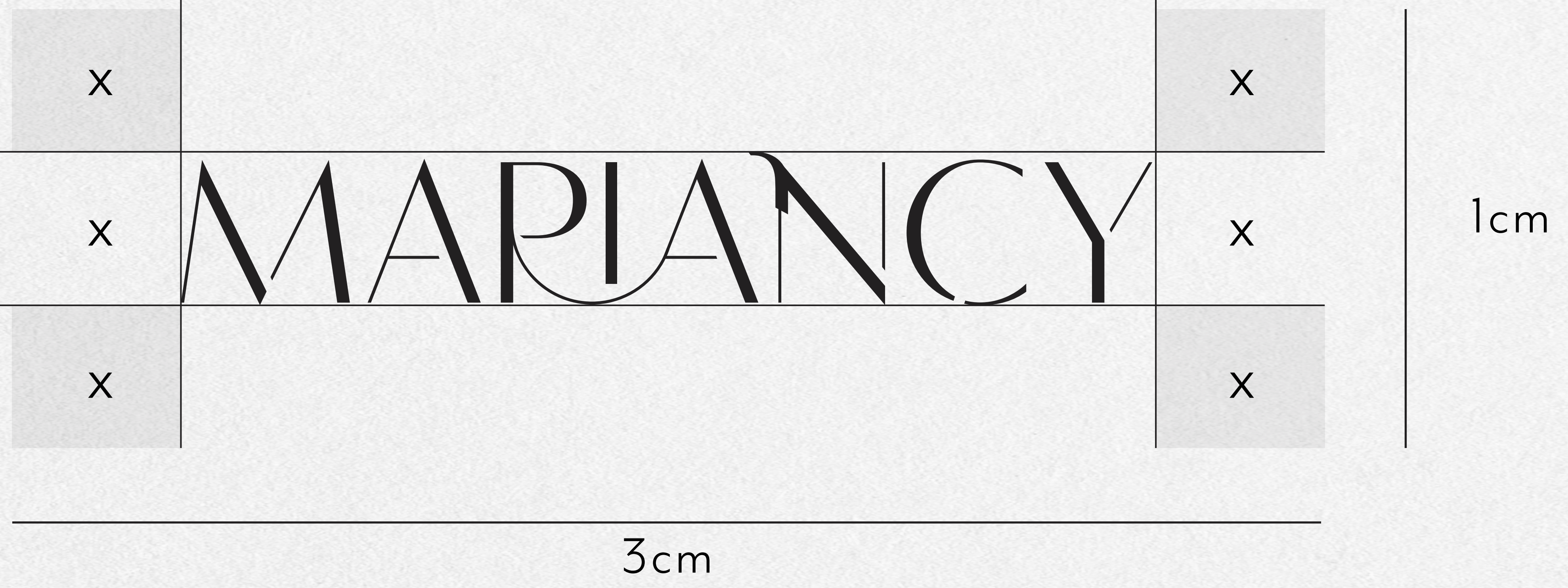
MARIANCY

ARABIC VERSION

ماريانسي

BASIC IDENTITY

LOGO SIZE & CLEAR SPACE



BASIC IDENTITY

LOGO SIZE & CLEAR SPACE

BASIC IDENTITY

LOGO SIZE & CLEAR SPACE

BASIC IDENTITY

LOGO COLOR VARIATION

MARIANCY

MARIANCY

MARIANCY

MARIANCY

LOGO ON PHOTOGRAPHY

USE BLACK LOGO ON
LIGHT BACKGROUND

USE WHITE LOGO ON
DARK BACKGROUND

USE A DARK GRAY BACKGROUND BEHIND
THE LOGO IF IT IS NOT CLEAR

BASIC IDENTITY

WRONG USES OF THE LOGO

MARIANCY

DO NOT COMPRESS THE LOGO
OR CHANGE ITS DIMENSIONS

X

MARIANCY

DO NOT ROTATE THE LOGO

X

MARIANCY

DO NOT CHANGE LOGO COLORS
LOGO AVAILABLE JUST IN BLACK & WHITE

X

MARIANCY

DO NOT USE BLACK LOGO ON DARK
BACKGROUNDS

X

MARIANCY

DO NOT APPLY EFFECTS ON THE
LOGO LIKE SHADOWS - GRADIENTS etc...

X

ماريانسي
MARIANCY

IF YOU USE ARABIC WITH ENGLISH VERSION
LOGOS SHOULD BE IN SAME SIZES

X

COLOR PALETTE

SECONDARY COLORS

Beige

#EACFB5

Light Orange

#E5A248

PRIMARY COLORS

Hot Red

#A01400

Dark Gray

#222021

BASIC IDENTITY

FONTS

PRIMARY

LUXURY FONT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

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ENGLISH SECONDARY

MR EAVES MOD OT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

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ARABIC SECONDARY

LINA SANS

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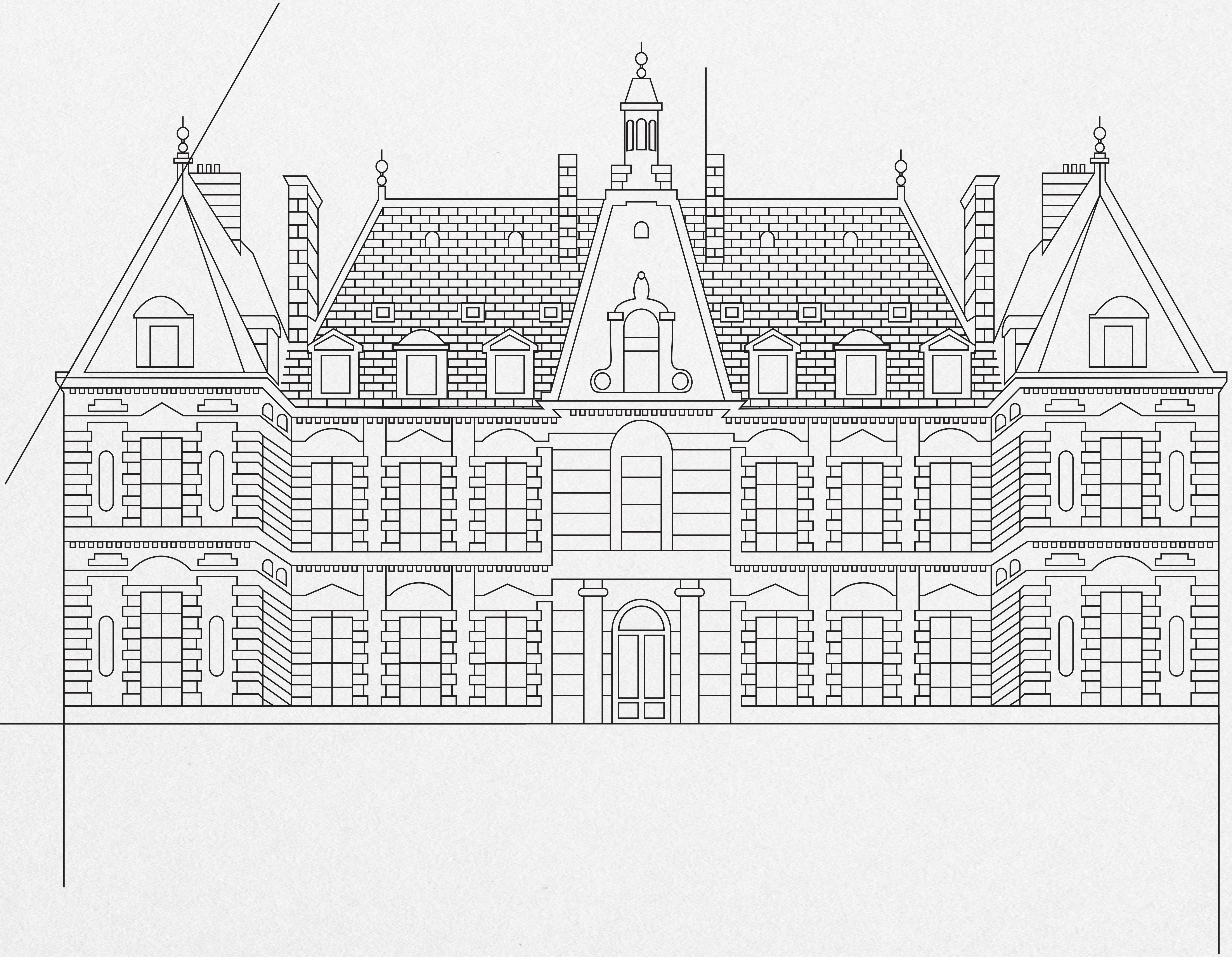
BASIC IDENTITY

ELEMENTS



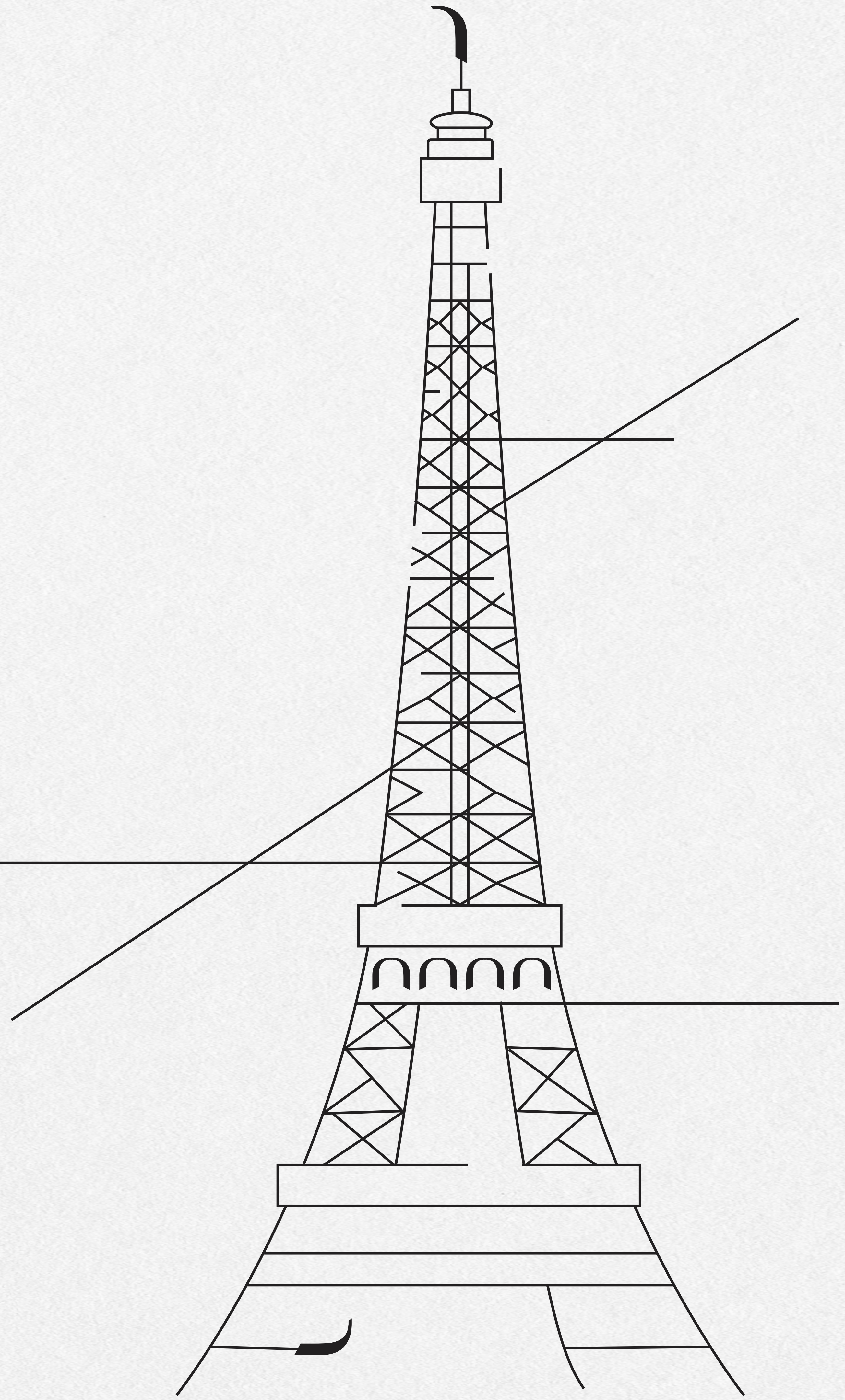
CHÂTEAU DE SCEAUX

ONE OF THE MOST FAMOUS FRENCH CHATEAUS

BASIC IDENTITY

ELEMENTS

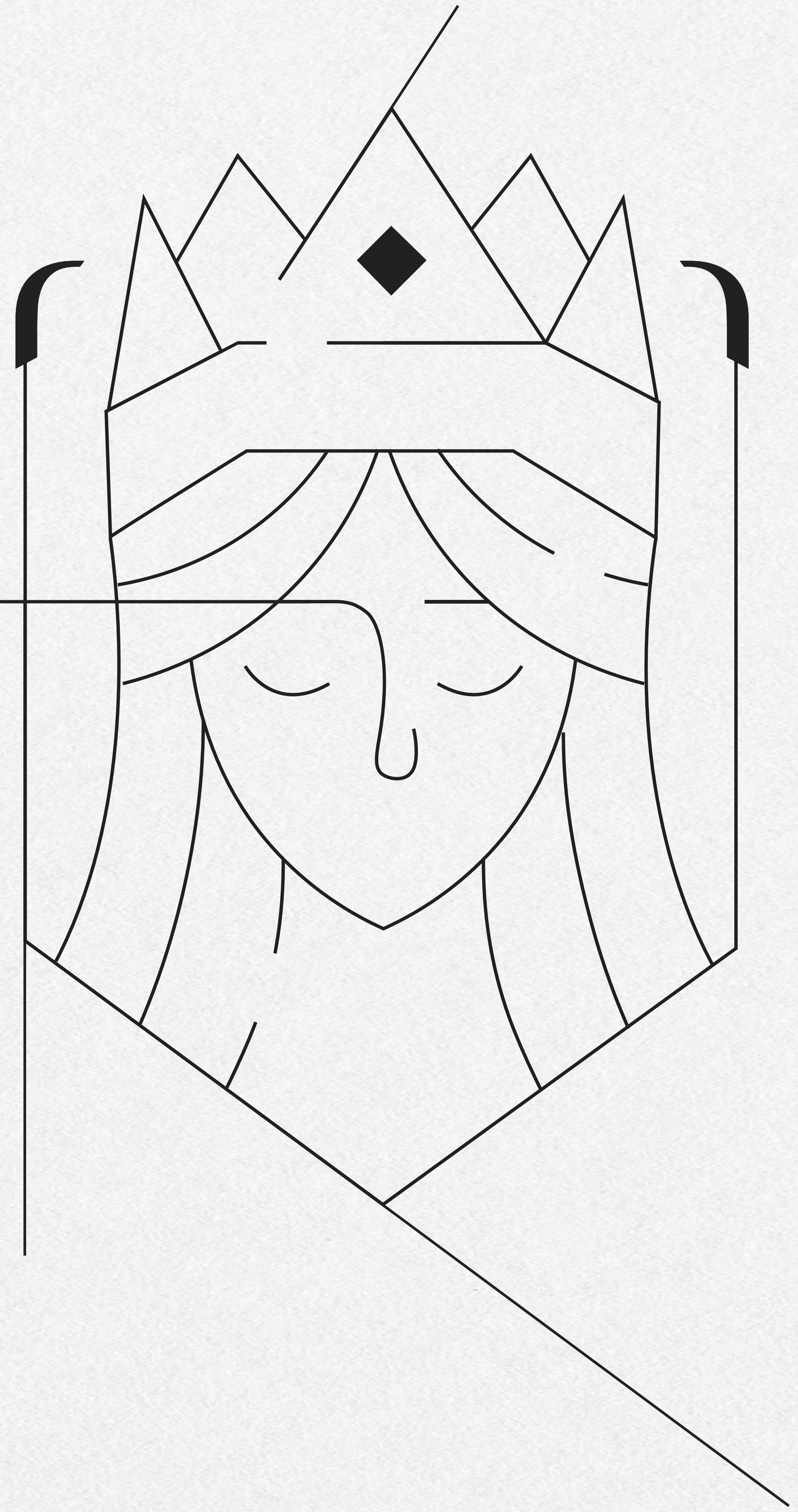
EIFFLE TOWER



BASIC IDENTITY

ELEMENTS

MARIA THERESA



BASIC IDENTITY

STATIONARY

PACKAGING

CHOCOLATE BOX

MARIANCY
CHOCOLATERIE
MARIANCY
DARK CHOCOLATE
MARIANCY
with smooth melting filling
MARIANCY

PACKAGING

CHOCOLATE BAR

MARIANCY
CHOCOLATERIE
Dark Chocolate Bar
with smooth melting filling
16 picese
20 g
MARIANCY
CHOCOLATERIE
Hasulnut Chocolate Bar
with smooth melting filling
16 picese
20 g
MARIANCY
CHOCOLATERIE
Milk Chocolate Bar
with smooth melting filling
16 picese
20 g

PACKAGING

COCOA POWDER CONTAINER

MARIANCY
ORIGINAL
COCOA POWDER
MARIANCY
UNSWEETENED
COCOA POWDER
200 g
MARIANCY
HASULNUT
COCOA POWDER
200 g
MARIANCY
UNSWEETENED
COCOA POWDER
200 g

PACKAGING

CUPS

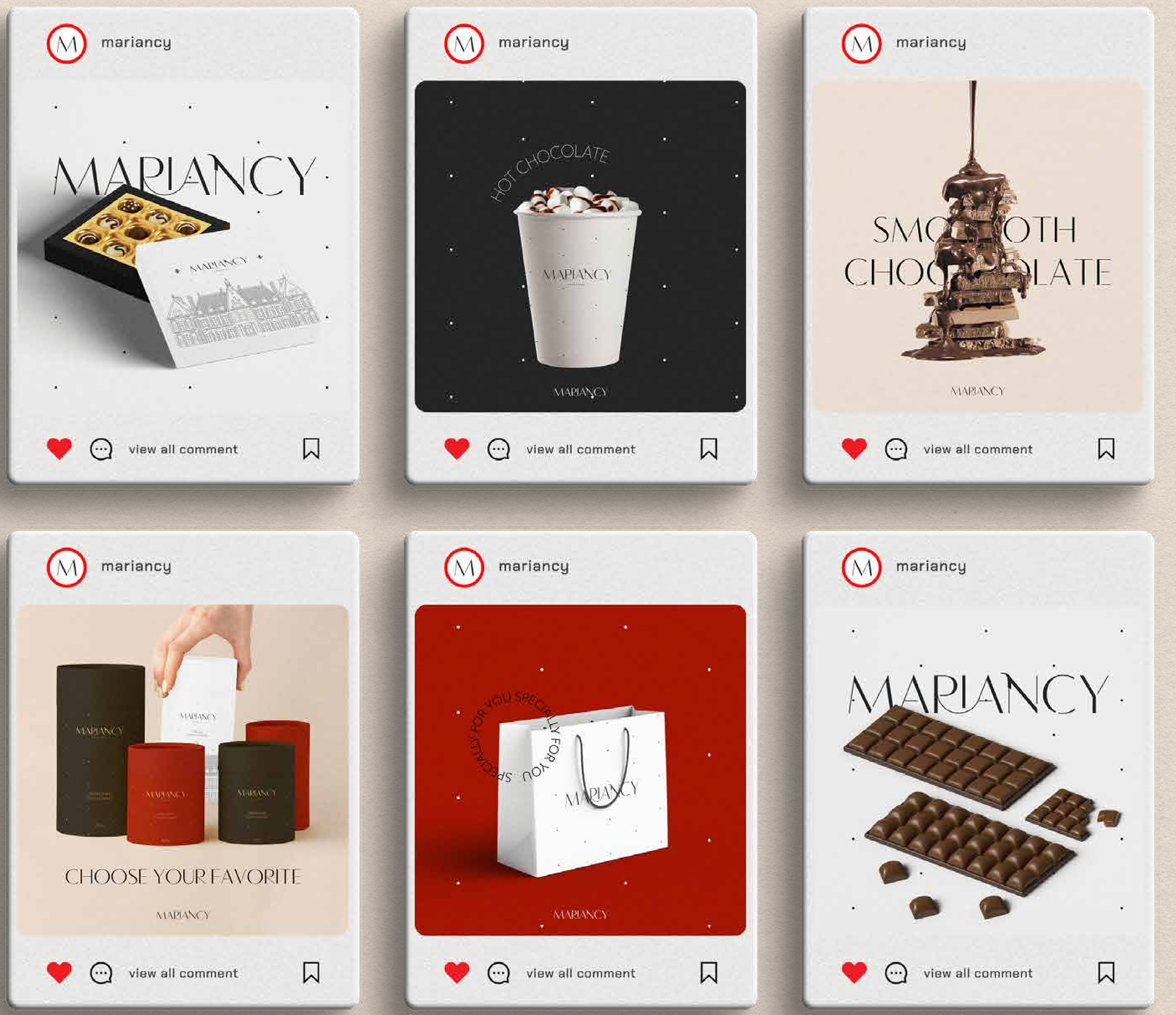
PACKAGING

BAGS

STORE SIGN

ADVERTISING

SOCIAL MEDIA



ADVERTISING

BILLBOARD

THANK YOU

CONTACT US:

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